

The Impact of Artificial Intelligence on Digital Marketing Strategies Among University Students in an Emerging Market

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Abstract

The emerging market has experienced rapid growth in AI adoption across various disciplines including digital marketing, mobile access and mobile services which makes it easier to target specific segment of consumers. Technology has been used to explore ways of personalising and tracking engagement between consumers and firms, however, this does not reflect when it comes to university students' consumption patterns. The paper seeks to explore the impact of AI in shaping digital marketing strategies among university students in an emerging market. The paper will make significant contributions through bringing together themes which were not analysed extensively in an emerging market. The study will make practical recommendations to management, consumers and policy makers on the optimal use of AI in the market. The students in higher education institutions will be the target population. Data will be analysed using the thematic approach to identify common trends among the consumers.

Keywords: Artificial intelligence, digital marketing, emerging markets, marketing strategies, university students.